



WXYZ

ORDER

Flight Dates **09/17/12-11/05/12**

Contract / Revision **310568 /** **Mark Bernstein for U of M Board of**
Original Date / Revision Agency Com %
 09/10/12 09/11/12 Billing Contact
Advertiser **Bernstein for U of M Board of**
Agency **Bernstein for U of M Board of**
Buying Contact
31731 Northwestern Hwy
Suite 333
Farmington Hills, MI 48334

Product
Billing Calendar **BROADCAST**
Demographic A18+
Rev Codes POL POL CAND
Product Codes PL
Priority P-4
Advertiser Ref

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A18+
Rev Codes POL POL CAND
Product Codes PL
Priority P-4
Advertiser Ref

Primary Account Executive
 John Moran

Account Executive	Order%	Start Date	End Date
John Moran	100%		

Order Share 30% Market Value 75000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	70%	52500
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	3	\$3,500.00	\$3,500.00	0.00	08/27/12	09/30/12	3	\$3,500.00	\$3,500.00
October 2012	15	\$15,900.00	\$15,900.00	0.00	10/01/12	10/28/12	15	\$15,900.00	\$15,900.00
November 2012	3	\$3,100.00	\$3,100.00	0.00	10/29/12	11/05/12	3	\$3,100.00	\$3,100.00
Totals	21	\$22,500.00	\$22,500.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/17/12	09/19/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTW----	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MTW----	1		\$900.00		0.00					
N 2	WXYZ	09/17/12	09/19/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTW----	:30	2	\$1,300.00	P-3	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	MTW----	2		\$1,300.00		0.00					
N 3	WXYZ	10/01/12	10/12/12		CM	7-9am M-F	1-1-1--	:30	3	\$900.00	P-3	0.00 NM	6	\$5,400.00

Contract / Revision **310568** Flight Dates **09/17/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/11/12

Order Sep 00:20:00

<u>Advertiser</u>	<u>Product</u>	<u>Estimate #</u>
Bernstein for U of M Board	Mark Bernstein for U of M B	

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				GMA M-F 7-9am										
				M-F 7-9am										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1- 1- 1- -		3			\$900.00		0.00			
Week:		10/08/12	10/14/12	1- 1- 1- -		3			\$900.00		0.00			
N 4	WXYZ	10/01/12	10/12/12	6p News	CM	6-630pm M-F	1- 1- 1- -	:30	3	\$1,300.00	P-3	0.00 NM	6	\$7,800.00
				6-630pm M-F										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1- 1- 1- -		3			\$1,300.00		0.00			
Week:		10/08/12	10/14/12	1- 1- 1- -		3			\$1,300.00		0.00			
N 5	WXYZ	10/08/12	10/12/12	M-F 3p-4p	CM	3-4pm M-F	1- 1- 1- -	:30	3	\$900.00	P-4	0.00 NM	3	\$2,700.00
				M-F 3p-4p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1- 1- 1- -		3			\$900.00		0.00			
N 6	WXYZ	11/05/12	11/05/12	GMA M-F 7-9am	CM	7-9am M-F	M- - - - -	:30	1	\$900.00	P-3	0.00 NM	1	\$900.00
				M-F 7-9am										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -		1			\$900.00		0.00			
N 7	WXYZ	11/05/12	11/05/12	M-F 3p-4p	CM	3-4pm M-F	1- - - - -	:30	1	\$900.00	P-4	0.00 NM	1	\$900.00
				M-F 3p-4p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1- - - - -		1			\$900.00		0.00			
N 8	WXYZ	11/05/12	11/05/12	6p News	CM	6-630pm M-F	M- - - - -	:30	1	\$1,300.00	P-3	0.00 NM	1	\$1,300.00
				6-630pm M-F										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -		1			\$1,300.00		0.00			
Totals													21	\$22,500.00